

Arizona County Lodging Indicators															
County	Occupancy Rate			ADR			RevPAR			Room Demand			Room Supply		
	June 2007	June 2008	% Change	June 2007	June 2008	% Change	June 2007	June 2008	% Change	June 2007	June 2008	% Change	June 2007	June 2008	% Change
Apache	70.2%	69.5%	-1.0%	\$76.17	\$84.53	11.0%	\$53.49	\$58.76	9.9%	20,899	20,689	-1.0%	29,760	29,760	0.0%
Cochise	73.8%	63.6%	-13.8%	\$63.69	\$67.85	6.5%	\$46.98	\$43.13	-8.2%	60,439	54,540	-9.8%	81,930	85,800	4.7%
Coconino	84.7%	84.7%	0.1%	\$91.93	\$95.00	3.3%	\$77.83	\$80.48	3.4%	268,057	271,914	1.4%	316,620	321,000	1.4%
Gila	79.3%	63.0%	-20.6%	\$75.27	\$73.06	-2.9%	\$59.71	\$46.02	-22.9%	25,535	21,428	-16.1%	32,190	34,020	5.7%
Graham	80.3%	75.6%	-5.8%	\$71.54	\$74.94	4.7%	\$57.43	\$56.64	-1.4%	9,079	8,549	-5.8%	11,310	11,310	0.0%
Greenlee		N/A			N/A			N/A			N/A			N/A	
La Paz		N/A			N/A			N/A			N/A			N/A	
Maricopa	61.6%	53.7%	-12.9%	\$90.03	\$91.47	1.6%	\$55.45	\$49.08	-11.5%	943,647	849,877	-9.9%	1,532,160	1,583,760	3.4%
Mohave	59.4%	59.3%	-0.2%	\$73.12	\$69.92	-4.4%	\$43.43	\$41.43	-4.6%	75,685	75,141	-0.7%	127,410	126,810	-0.5%
Navajo	73.9%	69.1%	-6.5%	\$68.08	\$72.81	7.0%	\$50.31	\$50.28	0.0%	71,742	68,560	-4.4%	97,080	99,270	2.3%
Pima	63.6%	62.5%	-1.6%	\$79.41	\$79.80	0.5%	\$50.47	\$49.91	-1.1%	287,812	290,471	0.9%	452,790	464,400	2.6%
Pinal	58.6%	53.9%	-7.9%	\$63.40	\$65.63	3.5%	\$37.14	\$35.40	-4.7%	25,609	25,031	-2.3%	43,710	46,410	6.2%
Santa Cruz	69.3%	60.7%	-12.4%	\$71.40	\$73.40	2.8%	\$49.46	\$44.55	-9.9%	19,930	17,463	-12.4%	28,770	28,770	0.0%
Yavapai	75.1%	68.2%	-9.2%	\$121.12	\$123.40	1.9%	\$91.00	\$84.19	-7.5%	101,947	94,479	-7.3%	135,690	138,480	2.1%
Yuma	55.2%	52.8%	-4.2%	\$69.77	\$72.18	3.4%	\$38.49	\$38.13	-0.9%	45,697	51,892	13.6%	82,830	98,220	18.6%

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	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change	2007 YTD	2008 YTD	% Change
Apache	58.4%	58.8%	0.7%	\$68.78	\$75.04	9.1%	\$40.16	\$44.14	9.9%	104,848	105,599	0.7%	179,552	179,552	0.0%
Cochise	78.4%	71.8%	-8.5%	\$63.08	\$68.50	8.6%	\$49.47	\$49.17	-0.6%	364,855	365,511	0.2%	465,260	509,140	9.4%
Coconino	60.6%	61.4%	1.3%	\$79.44	\$83.21	4.7%	\$48.18	\$51.13	6.1%	1,134,419	1,157,523	2.0%	1,870,477	1,883,913	0.7%
Gila	74.4%	64.6%	-13.2%	\$68.98	\$70.96	2.9%	\$51.35	\$45.85	-10.7%	144,577	132,616	-8.3%	194,213	205,254	5.7%
Graham	82.0%	N/A		\$71.00	N/A		\$58.23	N/A		55,968	N/A		68,237	N/A	
Greenlee		N/A			N/A			N/A			N/A			N/A	
La Paz		N/A			N/A			N/A			N/A			N/A	
Maricopa	73.6%	67.1%	-8.9%	\$135.41	\$143.25	5.8%	\$99.73	\$96.08	-3.7%	6,813,181	6,398,894	-6.1%	9,250,927	9,540,184	3.1%
Mohave	59.9%	60.1%	0.4%	\$73.45	\$71.97	-2.0%	\$43.98	\$43.26	-1.6%	460,267	460,308	0.0%	768,707	765,707	-0.4%
Navajo	61.2%	62.8%	2.6%	\$60.15	\$63.51	5.6%	\$36.79	\$39.87	8.4%	358,272	369,104	3.0%	585,716	587,906	0.4%
Pima	72.4%	68.3%	-5.7%	\$111.00	\$112.57	1.4%	\$80.40	\$76.86	-4.4%	1,990,188	1,918,620	-3.6%	2,747,386	2,810,058	2.3%
Pinal	71.7%	68.3%	-4.6%	\$81.44	\$85.39	4.9%	\$58.36	\$58.36	0.0%	188,973	183,971	-2.6%	263,717	269,207	2.1%
Santa Cruz	74.8%	68.4%	-8.5%	\$72.44	\$74.20	2.4%	\$54.16	\$50.74	-6.3%	129,769	118,695	-8.5%	173,579	173,579	0.0%
Yavapai	69.5%	65.9%	-5.2%	\$121.75	\$125.15	2.8%	\$84.57	\$82.43	-2.5%	567,923	550,007	-3.2%	817,594	835,076	2.1%
Yuma	73.1%	65.5%	-10.3%	\$79.89	\$80.30	0.5%	\$58.38	\$52.62	-9.9%	359,060	383,832	6.9%	491,371	585,754	19.2%

n/a= not available

* % change compared to last year

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.